

[Time: 03.00 Hrs]

[Marks:60]

Please check whether you have got the right question paper.

- N.B:
1. Q.1 is compulsory and carries 20 Marks.
 2. Attempt any four questions from Q.2, Q.3, Q.4, Q.5, Q6 and Q7. Each of these questions carry 10 Marks.
 3. Figures to the right indicate full marks.

Q.1 (A) Solve the given Case Study:

(20)

Great View Hotels owns more than 60 hotels throughout the UK. They recently acquired a small hotel chain headquartered in France. Their chief executive decided that half of the new hotels in France would be retained and rebranded as part of the Great View Hotels Group; the other half will be sold. This will support the hotel's strategic objective of growing the organization slowly to make sure that new ventures are well supported and opened on time and on budget. Great View's hotels are considered budget accommodations; they are functional, clean and reasonably priced.

Most guests stay for one to three nights and are a combination of business and leisure travelers. The hotels are typically situated in downtown locations that are easily accessible by mass transit. Tourists are attracted to these hotels in popular visitor destinations where the many local attractions mean that they will not be spending much time in their hotel rooms. The organization has decided to use an ethnocentric approach and send some of their existing UK-based managers to France to lead the changeover of the new hotels and then manage them after they re-open. If this new overseas venture is successful, they may decide to acquire other small hotel groups in other European countries. The organization would like to own 150 hotels in the next five years. Their 10-year plan is to own 300 hotels across Europe. This is an ambitious target, so it is important that the organization finds an effective formula to operate successfully in other countries.

Answer the following questions with respect to the above information

Q1. In your opinion, what hiring strategy should they follow for their employees? Explain.

Q2. How can they make their presence felt on the global platform?

Q.2 Any two from (a) or (b) or (c): (10)

- (a) What are the barriers to international trade?
- (b) What is the objective of Forex management?
- (c) Explain ADR & GDR.

Q.3 Any two from (a) or (b) or (c): (10)

- (a) Explain the factors under PESTEL analysis.
- (b) What are some of the factors affecting investment decisions?
- (c) Describe any 2 modes of entry into international business.

Q.4 Any two from (a) or (b) or (c): (10)

- (a) Explain the features of International Business.
- (b) What are the benefits of World Trade Organisation?
- (c) What is the Atlas of Economic complexity used for? Explain.

Q.5 Any two from (a) or (b) or (c): (10)

- (a) What are the different kinds of subsidiaries?
- (b) What are the objectives of International Business?
- (c) Explain some features of the FEMA Act.

Q.6 Any two from (a) or (b) or (c): (10)

- (a) Explain Perlmutter's EPRG framework.
- (b) What are some of the reasons because of which companies opt for foreign direct investment as a strategy to enter the global market?
- (c) Why should companies set up an offshore banking account?

Q.7 Any two from (a) or (b) or (c): (10)

- (a) What are the advantages and disadvantages of licensing?
- (b) Enlist a few drivers of FDI.
- (c) What are the types of country risk analysis?